

IN THE CLAIMS

1-36. (Canceled)

37. (Previously Presented) A method of communicating agricultural product information to a user, the method including:

receiving at a management information system a request for real-time agricultural product information collected along a chain of custody of the agricultural product, the request being made while the agricultural product is within the chain of custody and including an agricultural product identifier;

accessing at least one agricultural product record, identified using the agricultural product identifier, at the management information system, the at least one agricultural product record including agricultural product data;

comparing the agricultural product data against a compliance requirement;

generating a report of the real-time agricultural product information based on the comparing, the report including a comparative rating of a metric; and

communicating the report to the user responsive to the request for real-time agricultural product information.

38. (Previously Presented) The method of claim 37, wherein the comparative rating of the metric is based on a comparison of the metric with a certification criterion.

39. (Previously Presented) The method of claim 37, wherein the comparative rating of the metric is based on a comparison of the metric with an environmental impact.

40. (Previously Presented) The method of claim 37, wherein the comparative rating of the metric is based on a comparison of the metric with a social impact.

41. (Previously Presented) The method of claim 37, wherein the comparative rating of the metric is based on a comparison of the metric with an economic impact.

42. (Previously Presented) A method of communicating agricultural product information to a user, the method including:

receiving at a management information system a request for real-time agricultural product information collected along a chain of custody of the agricultural product, the request being made while the agricultural product is within the chain of custody and including an agricultural product identifier;

accessing at least one agricultural product record, identified using the agricultural product identifier, at the management information system, the at least one agricultural product record including agricultural product data;

comparing the agricultural product data against a compliance requirement;

generating a report of the real-time agricultural product information based on the comparing, the report including a comparative rating of a metric with a certification criterion based on statistic; and

communicating the report to the user responsive to the request for real-time agricultural product information.